

CONSTRUCTING FLASH FLOOD DISASTERS IN GREENPEACE INDONESIA'S INSTAGRAM POSTS: A MULTIMODAL APPRAISAL DISCOURSE ANALYSIS

Astri Dwi Floranti
astri.floranti@gmail.com
Institut Prima Bangsa, Cirebon

Abstract

This research explores the portrayal of flash flood disasters in Sumatra and Aceh through Greenpeace Indonesia's Instagram posts by employing a multimodal appraisal discourse analysis. The research incorporates the Attitude system from Appraisal theory to assess verbal evaluations and visual grammar to investigate ideational visual representation. By utilizing a qualitative multimodal discourse analytical framework, the data consist of selected Instagram posts related to flash flood disasters. The results indicate that captions predominantly express negative Judgment and Appreciation, depicting political, corporate, and institutional figure as irresponsible and ineffective, while Affect is used selectively to emphasize the suffering of disaster victims. Visually, the posts dominantly use conceptual and symbolic representations that frames environmental destruction as a more extensive and systemic issue. The interplay between the verbal and visual elements portrays floods as crises that are socially created and morally accountable rather than as natural disasters that are unavoidable. Through this narrative, Greenpeace advocates for environmental justice, political accountability, and ethical responsibility. This research verifies that multimodal appraisal discourse analysis serves as a valuable approach for investigating environmental activism in digital platforms.

Keyword: multimodal discourse analysis; appraisal theory; visual grammar; ideational metafunction; environmental discourse.

Abstrak

Penelitian ini membahas bagaimana ungahan Instagram *Greenpeace* Indonesia mengkonstruksi makna tentang bencana banjir bandang di Sumatra dan Aceh 2025 melalui pendekatan analisis wacana multimodal appraisal. Penelitian ini memadukan sistem *Attitude* dalam teori Appraisal untuk menganalisis evaluasi bahasa, serta tata bahasa visual untuk mengkaji representasi visual pada metafungsi ideasional. Data penelitian berupa beberapa ungahan Instagram *Greenpeace* Indonesia yang berkaitan dengan peristiwa banjir bandang, yang dianalisis menggunakan pendekatan kualitatif analisis wacana multimodal. Hasil penelitian menunjukkan bahwa caption lebih banyak menggunakan *Judgment* dan *Appreciation* negatif untuk menggambarkan aktor politik, korporasi, dan institusi sebagai pihak yang tidak bertanggung jawab dan tidak efektif. Sementara itu, *Affect* digunakan secara lebih terbatas untuk menonjolkan penderitaan dan kerentanan para korban. Secara visual, ungahan *Greenpeace* didominasi oleh representasi konseptual dan simbolik yang membingkai kerusakan lingkungan sebagai persoalan yang luas dan sistemik. Interaksi antara bahasa dan gambar membangun banjir sebagai krisis yang dihasilkan oleh proses sosial dan dapat dipertanggungjawabkan secara moral, bukan sekadar bencana alam yang tidak terhindarkan. Melalui wacana ini, *Greenpeace* tidak hanya menyampaikan informasi, tetapi juga mendorong keadilan lingkungan, akuntabilitas politik, dan tanggung jawab etis. Penelitian ini menunjukkan bahwa multimodal appraisal discourse analysis merupakan pendekatan yang efektif untuk memahami bagaimana aktivisme lingkungan membentuk cara publik memandang bencana iklim di media digit

Kata kunci: analisis wacana multimodal; teori appraisal; tata bahasa visual; metafungsi ideasional; wacana lingkungan.



INTRODUCTION

In late November and early December 2025, Sumatra and Aceh experienced flash floods that caused significant social, economic, and environmental damage, displaced thousands of residents and revealed Indonesia's growing vulnerability to climate-related disasters. As reported by *Katadata Insight Center* (2025), the catastrophe affected millions, led to mass evacuations, and resulted in considerable destruction of homes and public facilities. These events highlight that climate-related disasters in Indonesia are increasingly frequent and are part of a wider environmental and governance issue.

Although floods are often explained as the result of extreme rainfall and climate change, many scholars argue that their severity is closely linked to deforestation, land-use change, poor management of the environment, and inadequate disaster management (Hansen, 2018; Nerlich, Koteyko, & Brown, 2010). Environmental disasters, therefore, aren't just natural events, but as outcomes shaped by long-term human and institutional decisions. From a critical point of view, the way these disasters are communicated in public discourse plays a crucial role because it influences how people see the reasons behind them, who is to blame, and what solutions might work (Fairclough, 2010).

Studies in critical discourse studies shows that media discourse often depoliticizes environmental disasters by emphasizing natural causes while minimizing political and economic responsibility (Carvalho, 2007; Boykoff, 2012). Meanwhile, environmental activists often challenge dominant narratives by highlighting issues like unfair treatment of communities, corporate exploitation, and governance failure (Hansen, 2018). These studies suggest that discourse is not merely descriptive, but actively constructs social reality and ideological positioning. It actually shapes how people see the world and where they stand on issues (Wodak & Meyer, 2016).

Similar critical perspectives emerge in Indonesian multimodal discourse studies addressing crisis situations. Floranti et al. (2023) demonstrate that urban arts produced during the COVID-19 pandemic function as multimodal critical commentary acts that contest state narratives and expose structural inequalities. This finding reinforces the argument that crises—whether pandemics or environmental disasters—are not merely material events but are discursively constructed and contested through multimodal meaning-making.

In the digital era, such discursive struggles increasingly take place on social media platforms. These platforms not only disseminate information but also enable public debate, criticism of authorities, and advocacy for environmental justice. Digital communication is inherently multimodal, emerging from the interaction between language, images, and other semiotic resources (Kress, 2010; O'Halloran, 2011; Ledin & Machin, 2020). Environmental organizations mobilize these multimodal resources to challenge dominant disaster narratives. Greenpeace Indonesia's Instagram account exemplifies this practice by combining verbal captions and visual imagery to inform audiences, criticize policy failures, and promote environmental awareness. Through this multimodal discourse, disasters are not only reported but also framed morally, politically, and ideologically, to shape public interpretations of responsibility and causality.

Recent studies show that environmental discourse is increasingly shaped by digital and multimodal platforms. Research on TikTok and Instagram demonstrates that algorithms, visuals, and short texts strongly influence how climate issues are framed and received by audiences (Loupessis & Intahchomphoo, 2025; Gardam et al., 2025). Other studies using topic



modeling reveal dominant public themes and attitudes in online climate discussions (Gokcimen & Das, 2024). In Indonesia, scholars note that Instagram plays an important role in climate campaigns, especially among young users, (Zein et al., 2024). Bibliometric reviews further confirm that current research increasingly focuses on digital engagement and multimodal communication in climate discourse (Syakirah et al., 2025). However, most existing studies rely on computational methods or examine general public discourse, while fewer offer detailed multimodal discourse analyses of environmental NGO activism, particularly in the Indonesian context. The interaction between verbal appraisal and visual representation also remains underexplored.

This gap motivates the present study, which examines how Greenpeace Indonesia constructs flash flood disasters through multimodal appraisal discourse on Instagram. This study employs Appraisal theory, especially the Attitude system, to investigate how linguistic choices encode emotional response, ethical judgment, and valuation (Martin & White, 2005; Bednarek, 2009). In addition, Visual Grammar, especially in relation to the ideational metafunction, is used to examine how images construct representations of reality by depicting actions, participants, and structures through narrative and conceptual processes (Kress & van Leeuwen, 2021). However, the studies still examine verbal and visual modes separately, and relatively few have explored how environmental NGOs in Indonesia construct disaster narratives on social media using an integrated multimodal discourse approach.

To address this gap, the present study adopts a multimodal discourse analytical framework that integrates the Attitude system of Appraisal theory and Kress and van Leeuwen's visual grammar. This study examines how Greenpeace Indonesia's Instagram posts construct meanings about flash flood disasters through the interaction of verbal evaluation and visual representation, and how these multimodal resources frame responsibility, causality, and environmental values. By doing so, this study is expected to contribute to discourse studies, multimodal analysis, and environmental communication by demonstrating how digital environmental activism shapes public understanding of climate-related disasters.

Based on this background, this study aims to examine how Greenpeace Indonesia constructs flash flood disasters in Sumatra and Aceh through multimodal discourse on Instagram. Specifically, it analyzes how captions evaluate the disasters using the Attitude system, how images represent the disasters through narrative and conceptual structures, and how verbal and visual modes interact to shape meanings about environmental responsibility and governance. Accordingly, this study addresses three research questions:

- (1) How are flash flood disasters evaluated in Greenpeace Indonesia's captions?
- (2) How are the disasters visually represented?
- (3) How do verbal and visual resources work together to frame floods as natural or socially produced phenomena?

METHOD

This study was conducted by utilizing a qualitative research design as its primary objective is to elucidate the processes through which meanings, evaluations, and ideologies are constituted within the discourse surrounding environmental disasters, rather than to quantify occurrences or formulate statistical generalizations. Qualitative research is deemed suitable for the analysis of socially contextualized texts and images, as it enables scholars to



interpret the roles of linguistic and visual elements as instruments of meaning construction within particular contexts (Creswell & Creswell, 2018; Denzin & Lincoln, 2018).

Furthermore, this study adopts discourse analysis as its main analytical approach because it examines how environmental disasters are represented and evaluated through language and images. Discourse analysis treats texts as social practices that construct meaning and power relations (Fairclough, 2010; Wodak & Meyer, 2016) and enable this study to explore how Greenpeace Indonesia's Instagram posts assign responsibility and promote environmental values.

The data consist of three Instagram posts published by Greenpeace Indonesia between November and December 2025 that address flash flood disasters. The posts were selected purposively based on their relevance to environmental disaster discourse and their rich combination of verbal and visual elements, which are essential for multimodal discourse analysis. All data were obtained from publicly accessible Instagram posts. No personal or private information was collected, and the study does not involve direct interaction with human participants.

The analysis was conducted in several stages. First, captions were segmented into clauses and appraising items, which were then classified into Affect, Judgment, and Appreciation categories. Second, images were examined to identify narrative or conceptual structures, participant roles, and symbolic meanings. Third, verbal and visual findings were interpreted integratively to reveal ideological and evaluative patterns across the datasets. Throughout the analysis, theoretical definitions from Appraisal Theory and Visual Grammar were applied consistently to ensure analytical rigor.

FINDINGS AND DISCUSSION

Findings

This section presents the findings of the multimodal analysis of Greenpeace Indonesia's Instagram posts on flash flood disasters. The analysis examines both verbal and visual modes to show how meaning is constructed through different semiotic resources

Data 1

The first post analyzed was published on 28 November 2025.

<p>greenpeac eid Setiap tetes air dari langit seharusnya membawa keberkahan. Namun realitas hari ini berlakunya lain. Banyak wilayah justru menghadapi risiko besar setiap kali curah hujan meningkat. Bukan semata karena cuacanya, tetapi karena kondisi ekologis yang dulu menjadi kita kini melemah.</p> <p>Ketika bukit gundul, hutan musnah, dan tanah kehilangan kemampuan menyerap air, maka bencana menjadi tak terhindarkan. Inilah sebabnya banjir bandang melanda kawasan pemukiman, longsor terjadi tanpa peringatan, dan kota-kota besar lumpuh hanya karena beberapa jam hujan.</p> <p>Ini bukan salah hujan. Tapi keserakahan manusia + krisis iklim memperburuk keadaan, mempercepat perubahan pola cuaca dan membuat intensitas hujan semakin liar.</p> <p>Pada akhirnya, yang terdampak selalu masyarakat: keluarga yang kehilangan rumah, anak-anak yang harus mengungsi, dan masyarakat yang berjuang bangkit setelah air surut.</p> <p>Di tengah duka ini, kita mengirimkan solidaritas dan belas kasih untuk saudara-saudara yang terdampak di Sumatra.</p> <p>#UmmahForEarth #PrayForSumatra #ClimateCrisis #WeDeserveBetter #MenjagaDemikEkaikan</p>	<p><i>"Every drop of rain from the sky should bring blessings. However, today's reality tells a different story. Many regions are now facing serious risks every time rainfall increases. This is not merely due to the weather itself, but because the ecological foundations that once protected us have weakened.</i></p> <p><i>When hills are left bare, forests are destroyed, and the soil loses its ability to absorb water, disasters become unavoidable. This is why flash floods strike residential areas, landslides occur without warning, and major cities are brought to a standstill after only a few hours of rain.</i></p> <p><i>This is not the fault of the rain. Rather, human greed and the climate crisis have worsened the situation, accelerated changes in weather patterns, and made rainfall intensity increasingly extreme.</i></p> <p><i>In the end, those who are always affected are ordinary people: families who lose their homes, children who are forced to evacuate, and communities struggling to recover after the floodwaters recede.</i></p> <p><i>In the midst of this sorrow, we send our solidarity and compassion to our brothers and sisters affected in Sumatra"</i></p>
---	--

Figure 1

Table 1: The Result Analysis of Attitude System for Data 1



Appraising items	Appraiser	Affect	Judgement	Appreciation	Appraised
<i>seharusnya membawa keberkahan</i>	Greenpeace	+hap (security, comfort)	—	+val (positive value)	Rain
<i>realitas hari ini berkata lain</i>	Greenpeace	—	—	—val (negative valuation)	Current environmental conditions
<i>menghadapi risiko besar</i>	Greenpeace	—sec (insecurity, fear)	—	—val (negative impact)	Affected areas
<i>pondasi ekologis ... melemah</i>	Greenpeace	—	—cap (failure to maintain ecology)	—qual (fragility, degradation)	Ecological system
<i>bukit gundul, hutan musnah</i>	Greenpeace	—	—prop (irresponsible human conduct)	—qual (environmental damage)	Environment
<i>bencana menjadi tak terhindarkan</i>	Greenpeace	—sec (helplessness)	—	—val (highly negative outcome)	Flood / landslide
<i>kota-kota besar lumpuh</i>	Greenpeace	—sec (anxiety, alarm)	—	—val (severe disruption)	Urban life
<i>Ini bukan salah hujan</i>	Greenpeace	—	—	+val (reframing nature positively)	Rain
<i>keserakahan manusia + krisis iklim</i>	Greenpeace	—	—prop (moral condemnation)	—val (destructive force)	Humans / global system
<i>membuat intensitas hujan semakin liar</i>	Greenpeace	—sec (threat)	—	—qual (abnormal intensity)	Weather patterns
<i>keluarga yang kehilangan rumah</i>	Greenpeace	—unhap (sadness, loss)	—	—	Flood victims
<i>anak-anak yang harus mengungsi</i>	Greenpeace	—unhap (distress, vulnerability)	—	—	Affected children
<i>mengirimkan solidaritas dan belas kasih</i>	Greenpeace	+hap (affection, compassion)	+prop (ethical stance of care)	+val (positive social value)	Affected communities

In this data, this study identifies Greenpeace Indonesia as the sole appraiser. The caption comes from an official account of the organization and doesn't include any voices from external sources. Accordingly, all the attitudes expressed are seen as the organization's own position, rather than the views of individuals. This way of speaking allows Greenpeace to clearly share its views on environmental and climate-related issues in a consistent manner.

Within the **Affect** system, negative feelings are predominantly realized through the categories of insecurity, unhappiness, and dissatisfaction. Lexical items such as "*menghadapi risiko besar*," "*bencana menjadi tak terhindarkan*," and "*kota-kota besar lumpuh*" encode insecurity, reflecting fear, anxiety, and threat experienced by the affected communities. Meanwhile, expressions such as "*keluarga yang kehilangan rumah*" and "*anak-anak yang harus mengungsi*" realize unhappiness, particularly sadness and distress and position the victims as emotionally vulnerable. These emotive choices invite readers' emotional alignment and empathy. Positive Affect appears minimally through the categories of security and



happiness, as seen in “seharusnya membawa keberkahan” and “mengirimkan solidaritas dan belas kasih.” These expressions function to contrast an ideal emotional condition with the current tragic reality. They also help to show Greenpeace as a kind and caring group that looks out for others.

Judgment is realized through negative social sanction and negative social esteem. The phrase “keserakahan manusia + krisis iklim” represents negative propriety under social sanction and morally condemns human action as unethical and irresponsible. Meanwhile, “pondasi ekologis melemah” reflects negative capacity under social esteem to evaluate humans as incapable of maintaining ecological balance. These judgments assign moral and functional responsibility to human actions and climate poor management. It supports Greenpeace’s belief that environmental disasters are not natural accidents but results of human mistakes. Positive Judgment is implicitly realized through the organization’s call for solidarity and compassion, which makes Greenpeace seen as morally responsible and aware of social issues.

Appreciation is consistently used to evaluate both environmental conditions and disaster impacts through the subcategories of reaction, composition, and valuation. In terms of reaction, the disaster is evaluated as emotionally disturbing and alarming, as reflected in “bencana menjadi tak terhindarkan” and “kota-kota besar lumpuh.” These expressions highlight the strong negative impact of the disaster on social life. Through composition, environmental systems are appraised as structurally damaged and dysfunctional, as seen in “pondasi ekologis...kini melemah,” “tanah kehilangan kemampuan menyerap air,” and “bukit gundul, hutan musnah.” These clauses emphasize fragility, imbalance, and degradation within ecological systems. Through valuation, the disaster and environmental conditions are evaluated as socially significant and harmful, positioning the flood as a severe ecological and humanitarian crisis. However, the clause “*Ini bukan salah hujan*” represents a positive valuation that re-evaluates nature and redirects negative appraisal away from natural phenomena toward human systems and climate governance.

Overall, Greenpeace Indonesia strategically construct the flash flood disaster as a result of human-induced ecological degradation rather than a purely natural event. At the same time, limited positive Affect and positive Appreciation are employed to maintain moral hope and to encourage social solidarity.

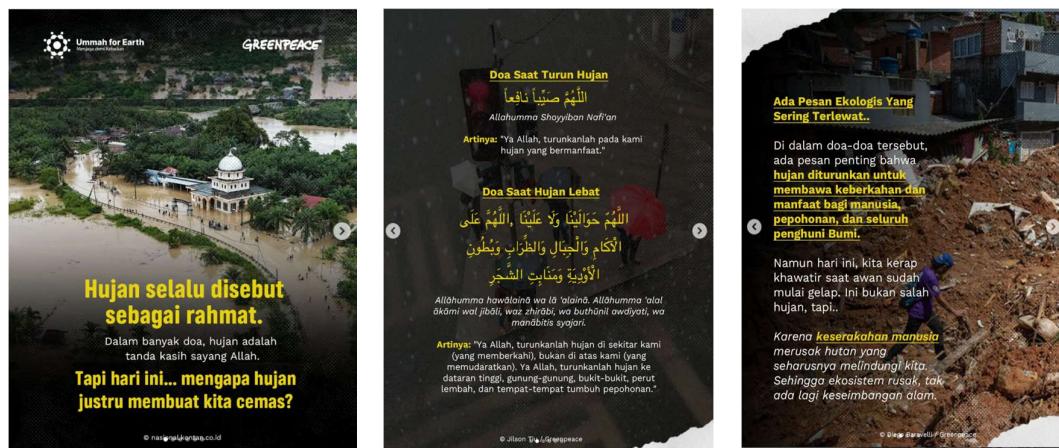


Figure 4



Figure 2

Figure 3

In terms of the ideational metafunction, the images predominantly realize conceptual representations. Figure 2 employs a conceptual analytical representation, in which natural elements, built infrastructure, and human settlement are presented as interrelated components of a single ecological system affected by flooding. The flooded mosque and surrounding houses function as Carriers, while the inundated terrain operates as an Attribute that signifies ecological disruption. The absence of narrative vectors frames the disaster as a structural environmental condition rather than an isolated incident.

Figure 3 realizes a conceptual symbolic representation, in which rain is constructed not as a physical phenomenon but as a theological and moral concept. The prayer text and Arabic script function as Symbolic Attributes, while rain operates as the Symbolic Carrier of divine mercy and blessing. The absence of vectors, actors, and physical interaction eliminates any narrative process, positioning the image within a purely conceptual domain. Through this symbolic structure, rain is ideationally framed as a sacred and benevolent entity, grounded in religious belief rather than environmental reality.

Figure 4 combines a narrative action process with conceptual valuation. The collapsed houses and muddy debris form vectors that indicate material destruction, realizing an eventive narrative process in which environmental damage functions as the Goal. However, the text explicitly reassigned causality to human greed, positioning humans as the implicit Actor. Simultaneously, the image realizes negative conceptual valuation, as environmental conditions are evaluated as morally and ecologically degraded. This dual structure enables the image to construct environmental disaster as both a physical event and a morally accountable human consequence.

Data 2

The second post analyzed was published on 11 December 2025

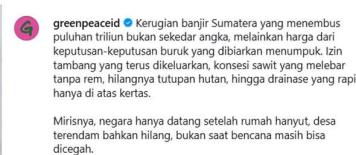


Figure 5

"The flood losses in Sumatra, amounting to tens of trillions, are not merely numbers, but the cost of poor decisions that have been allowed to accumulate. Mining permits continue to be issued, oil palm concessions expand without control, forest cover disappears, and drainage systems exist neatly only on paper.

Disturbingly, the state appears only after houses are swept away and villages are flooded or even disappear, rather than when the disaster could still have been prevented"

Table 2: The Result Analysis of Attitude System for Data 2

Appraising items	Appraiser	Affect	Judgement	Appreciation	Appraised
bukan sekedar angka	Greenpeace	—	—	—val (social and moral loss)	Flood losses
harga dari keputusan buruk	Greenpeace	—	—prop (unethical decision-making)	—	Government policy



<i>dibiarkan menumpuk</i>	Greenpeace	—	—resp (negligence, neglect)	—	Policy-making process
<i>izin tambang yang terus dikeluarkan</i>	Greenpeace	—	—prop / —cap (irresponsible governance)	—qual (damaging practice)	Mining policy
<i>konsesi sawit yang melebar tanpa rem</i>	Greenpeace	—	—prop (structural greed)	—qual (uncontrolled expansion)	Palm oil industry
<i>hilangnya tutupan hutan</i>	Greenpeace	—	—resp (failure to protect the environment)	—val (ecological destruction)	Forest
<i>drainase yang rapi hanya di atas kertas</i>	Greenpeace	—	—ver / —cap (symbolic policy)	—qual (non- functional)	Infrastructure
<i>Mirisnya</i>	Greenpeace	—unhap (sadness, disappointment)	—	—	Disaster situation
<i>negara hanya datang setelah rumah hanyut</i>	Greenpeace	—sec (feeling unsafe)	—cap (slow response)	—	State role
<i>bukan saat bencana masih bisa dicegah</i>	Greenpeace	—	—resp (failure in prevention)	—val (loss of mitigation opportunity)	Disaster management

The attitudinal analysis of Greenpeace Indonesia's caption reveals a dominant use of negative Judgment and negative Appreciation to construct the flood disaster in Sumatra as a consequence of human and institutional failure rather than a purely natural event. **Affect** is minimally realized and appears mainly through negative unhappiness and insecurity, such as in "*Mirisnya*" and "*negara hanya datang*," which express sadness, disappointment, and a sense of unsafety toward the state's role. These affective elements position the disaster context as emotionally troubling while maintaining a primarily critical and rational tone.

Judgment is predominantly expressed through negative social sanction and negative social esteem. Phrases such as "*harga dari keputusan-keputusan buruk*" realize negative propriety, evaluating government decision-making as unethical. The expression "*dibiarkan menumpuk*" encodes institutional negligence. Meanwhile, "*izin tambang yang terus dikeluarkan*" and "*konsesi sawit yang melebar*" combine negative propriety and negative capacity, portraying governance as both irresponsible and structurally greedy. The clause "*hilangnya tutupan hutan*" further strengthens this judgment by indicating a failure to protect the environment. Additionally, "*drainase yang rapi hanya di atas kertas*" represents negative veracity and negative capacity, constructing government policy as merely symbolic and ineffective. The statement "*negara hanya datang setelah rumah hanyut*" encodes negative capacity through the evaluation of slow institutional response, while "*bukan saat bencana masih bisa dicegah*" realizes negative responsibility by highlighting the failure of preventive governance.

Appreciation is consistently negative, evaluating both environmental conditions and disaster management outcomes. Flood losses are appraised through negative valuation as socially and morally significant losses. Mining and palm oil policies are evaluated through negative composition, emphasizing damaging practices and uncontrolled expansion. The forest is appraised through negative valuation as a site of ecological destruction, while infrastructure is evaluated as non-functional. Disaster management is further appraised



through negative valuation as a loss of mitigation opportunity. These appreciation resources collectively portray environmental and institutional systems as structurally damaged and ineffective.

Overall, the attitudinal configuration in this caption positions the flood disaster as a product of poor governance, environmental exploitation, and failed prevention rather than as an unavoidable natural catastrophe. Through dominant negative Judgment and Appreciation, Greenpeace Indonesia constructs a critical ideological stance that demands accountability from state and industrial actors while encouraging readers to reinterpret the disaster within a framework of human responsibility and environmental justice.



Figure 6



Figure 7



Figure 8

Figures 6–8 construct the Sumatra flood disaster through a combination of narrative and conceptual representations that emphasize human vulnerability and structural responsibility. Figure 6 employs a narrative representation, specifically an agentive, eventive action process, indicated by the visible movement of floodwater and debris forming strong vectors across residential areas. The flood operates as the Actor, while houses and settlements function as the Goal. This narrative configuration constructs the disaster as an ongoing destructive process, foregrounding material impact and social loss.

Figure 7 also realizes a narrative action process, in which human participants become salient Actors. The presence of residents navigating muddy debris introduces a human-centered narrative of survival and disruption. Simultaneously, the collapsed environment functions as the Goal, reinforcing the representation of everyday life as physically and economically destabilized. This narrative process assigns experiential agency to victims rather than to institutions.

Figure 8 shifts toward a conceptual analytical representation. The aerial view of damaged landscapes and public buildings minimizes narrative vectors and instead presents the disaster as a spatially organized condition. The environment functions as the Carrier, while destroyed infrastructure and sedimented terrain operate as Attributes. This analytical structure frames the disaster as a systemic and large-scale phenomenon rather than a single event.



Data 3

The third post analyzed was published on 17 December 2025

<p>greenpeaceid Edited • 2w Bencana banjir di Sumatra tidak bisa disederhanakan hanya sebagai akibat illegal logging atau penebangan liar. Penebangan legal dan deforestasi terencana yang diberi izin oleh pemerintah juga harus dievaluasi secara serius.</p> <p>Alih-alih mempertanyakan kepedulian masyarakat atau mencurigai desakan publik agar bencana ini ditetapkan sebagai bencana nasional, Presiden @prabowo seharusnya berani berkaca ke dalam pemerintahannya sendiri. Evaluasi menyeluruh terhadap perusahaan-perusahaan pemegang izin konsesi mutlak dilakukan—termasuk perusahaan yang memiliki keterkaitan dengan lingkaran kekuasaan.</p> <p>Hingga 17 Desember 2025, sedikitnya 1.053 jiwa, satu ekor Gajah Sumatera, dan beberapa individu Orangutan Tapanuli telah menjadi korban. Namun pemerintah masih belum menetapkan status bencana nasional.</p> <p>Di tengah krisis iklim yang kian mengancam, jangan biarkan tragedi ini terulang. Menghentikan perusakan hutan Indonesia adalah langkah mendesak, bukan pilihan.</p>	<p><i>The flood disaster in Sumatra cannot be simplified as merely the result of illegal logging or unauthorized deforestation. Legal logging and planned deforestation carried out under government-issued permits must also be seriously evaluated.</i></p> <p><i>Instead of questioning public concern or casting suspicion on public demands to designate this disaster as a national disaster, President @prabowo should have the courage to reflect on his own administration. A comprehensive evaluation of companies holding concession permits is imperative—including those with links to circles of power.</i></p> <p><i>As of 17 December 2025, at least 1,053 people, one Sumatran elephant, and several individuals of the Tapanuli orangutan have become victims. Yet the government has still not declared the situation a national disaster.</i></p> <p><i>Amid an increasingly threatening climate crisis, this tragedy must not be allowed to happen again. Stopping the destruction of Indonesia's forests is an urgent necessity, not a choice.</i></p>
--	--

Table 3: The Result Analysis of Attitude System for Data 2

Appraising items	Appraiser	Affect	Judgement	Appreciation	Appraised
harus dievaluasi secara serius	Greenpeace	—	—prop / —resp (irresponsible governance)	—	Government policy
penebangan legal dan deforestasi terencana yang diberi izin oleh pemerintah	Greenpeace	—	—prop (ethical failure despite legality)	—qual (harmful practice)	State-sanctioned deforestation
Presiden ... seharusnya berani berkaca ke dalam pemerintahannya sendiri	Greenpeace	—	—cap / —prop (lack of accountability)	—	Presidential leadership
perusahaan-perusahaan pemegang izin konsesi	Greenpeace	—	—prop (corporate irresponsibility)	—	Concession-holding companies
keterkaitan dengan lingkaran kekuasaan	Greenpeace	—	—ver / —prop (lack of integrity)	—	Political-corporate relations
pemerintah masih belum menetapkan status bencana nasional	Greenpeace	—sec (insecurity, concern)	—cap (failure to act)	—val (inadequate response)	Government response
1.053 jiwa, satu ekor Gajah Sumatera, dan beberapa individu Orangutan Tapanuli	Greenpeace	—unhap (grief, sorrow)	—	—	Humans and wildlife victims
krisis iklim yang kian mengancam	Greenpeace	—sec (anxiety, alarm)	—	—val (dangerous condition)	Climate crisis
bencana banjir ... tidak bisa disederhanakan	Greenpeace	—	—	—val (complex, serious problem)	Flood disaster



<i>menghentikan perusakan hutan Indonesia adalah langkah mendesak, bukan pilihan</i>	Greenpeace	+incl (ethical urgency)	+prop (moral obligation)	+val (high necessity)	Forest protection
--	------------	-------------------------	--------------------------	-----------------------	-------------------

The attitudinal analysis of Data 3 demonstrates that Greenpeace Indonesia constructs the Sumatra flood disaster as a politically and environmentally produced crisis through a dominant use of negative Judgment and negative Appreciation, supported by strategic Affect. All attitudinal meanings are realized through authorial appraisal, reflecting Greenpeace's institutional ideological stance.

Within the **Judgment system**, negative evaluation is primarily realized through social sanction and social esteem. Government policy is judged through negative propriety in the appraising item "*harus dievaluasi secara serius*," which morally condemns the government's lack of responsibility. State-sanctioned deforestation is evaluated through negative propriety and capacity in "*penebangan legal dan deforestasi terencana yang diberi izin oleh pemerintah*," positioning the state as ethically and institutionally accountable for environmental damage. Presidential leadership is judged through negative capacity and propriety in "*Presiden seharusnya berani berkata ke dalam pemerintahannya sendiri*," indicating a lack of accountability. Concession-holding companies are morally condemned through "*perusahaan-perusahaan pemegang izin konsesi mutlak dievaluasi*," which realizes negative propriety under social sanction. Political-corporate relations are also judged negatively through "*perusahaan memiliki keterkaitan dengan lingkaran kekuasaan*," reflecting negative veracity and propriety.

In terms of **Appreciation**, the disaster and environmental conditions are predominantly evaluated through negative reaction, composition, and valuation. The flood is appraised as a severe and complex disaster in "*bencana banjir di Sumatera tidak bisa disederhanakan*," realizing negative reaction. Deforestation practices are evaluated through negative composition in "*penebangan legal dan deforestasi terencana*," which indicates harmful ecological practices. Government response is evaluated negatively through valuation in "*belum menetapkan status bencana nasional*," constructing the response as inadequate. The climate crisis is appraised as a dangerous condition in "*krisis iklim yang kian mengancam*," representing negative valuation. Conversely, forest protection is positively valued in "*menghentikan perusakan hutan Indonesia merupakan langkah mendesak, bukan pilihan*," positioning environmental protection as a social and ecological necessity.

Within the **Affect system**, negative emotions are realized through insecurity, unhappiness, and anxiety. Victims are positioned through unhappiness in "*1.053 jiwa, satu ekor Gajah Sumatera, dan beberapa individu Orangutan Tapanuli telah menjadi korban*," which encodes grief and sorrow. Insecurity and anxiety are constructed in "*krisis iklim yang kian mengancam*" and "*tragedi ini terus terulang*," inviting readers' emotional concern. Positive inclination under Affect appears in "*menghentikan perusakan hutan Indonesia merupakan langkah mendesak*," which expresses urgency and determination toward action.

Overall, Greenpeace Indonesia strategically combines negative Judgment (social sanction and social esteem), negative Appreciation (reaction, composition, valuation), and selective Affect to construct the flood disaster as a consequence of political negligence, corporate irresponsibility, and ecological exploitation. Through these appraising items, the caption shifts the disaster narrative from a natural event to a structurally produced crisis that demands moral accountability and immediate environmental action.



Figure 10



Figure 11



Figure 12

Drawing on Kress and van Leeuwen's (2021) visual grammar, the Greenpeace visuals construct ideational meaning through a strategic combination of narrative and conceptual representations. Figure 10 employs a narrative process, specifically an agentive and eventive action process with a projective speech dimension, indicated by Prabowo's speaking posture and gestural vectors. Prabowo functions as the Actor, while the climate disaster discourse operates as an implied Goal, thereby constructing political agency and highlighting discursive omission.

Figures 11 and 12, by contrast, realize conceptual analytical structures. Figure 11 adopts a structured, spatial, topographical, and quantitative analytical process in which Sumatra serves as the Carrier and statistical and cartographic elements operate as Attributes, framing deforestation as an objective and systemic condition. Figure 12 further extends this conceptual framing through a symbolic analytical process, linking deforestation zones with corporate concession areas and positioning corporations as symbolic carriers of ecological degradation.



Figure 13

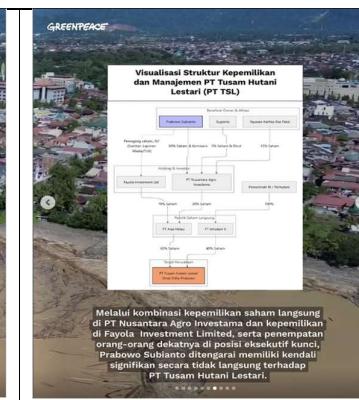


Figure 14



Figure 15



Figures 13–15 predominantly employ conceptual analytical representations to construct political–corporate involvement in environmental destruction as a systemic condition. Figure 13 realizes a conceptual analytical structure in which political–corporate connections are presented as a system of institutional relations. The absence of vectors and human action positions the image as non-narrative. Prabowo and PT TSL function as Carriers, while textual bullet points and factual statements operate as Attributes. This analytical representation frames political affiliation as a systemic background to environmental governance rather than a momentary interaction.

Figure 14 further intensifies the conceptual analytical process through a structured, hierarchical, and topological representation of ownership and management networks. The organizational chart visually constructs PT TSL as part of an interconnected corporate system. Here, companies and individuals function as Carriers, while ownership links and managerial positions function as Attributes. The diagrammatic form, abstraction, and spatial arrangement establish the relations as institutional, stable, and systemic, reinforcing the idea that deforestation is embedded in corporate governance structures rather than isolated practices.

Figure 15 combines conceptual analytical representation with limited symbolic processes. News headlines and highlighted statements function as symbolic attributes that associate government discourse with environmental consequences. The highlighted text operates as a symbolic evaluative marker that frames governmental communication as politically motivated and environmentally problematic. Although no narrative vectors are present, the visual organization implicitly constructs causal relations between government statements and forest destruction.

Discussion

Verbal Construction of Flash Flood Disasters

This study shows that Greenpeace Indonesia does not present flash flood disasters as purely natural events, but as problems shaped by human actions and structural conditions. Negative Judgment and Appreciation dominate the captions. Greenpeace's Instagram posts consistently encourage viewers to see floods as the result of weak governance, environmental exploitation, and poor disaster management. Although Affect appears less frequently, expressions of fear, sadness, and vulnerability humanize the disaster and invite emotional alignment with victims. At the same time, positive messages of solidarity and care position Greenpeace as a compassionate and morally responsible actor. In discourse terms, this combination allows Greenpeace to criticize power holders while maintaining public trust and empathy (Fairclough, 2015).

Visual Representation of Environmental Crisis

Visually, Greenpeace strengthens its critical message through different representational strategies. Narrative images show floods destroying homes and disrupting daily life, making the disaster appear immediate and real. These images foreground human suffering and material loss, emphasizing urgency. In contrast, conceptual images such as maps, charts, and diagrams present deforestation, ownership structures, and policy relations as stable and organized systems. These representations suggest that environmental damage is not accidental, but deeply embedded in political and corporate structures. As Kress and van Leeuwen (2021) argue, analytical conceptual images create a sense of objectivity and institutional authority,



which enhances the credibility of the message. Through these visual choices, Greenpeace frames environmental destruction as a systemic problem rather than an isolated event.

Multimodal Construction of Responsibility and Ideology

The interaction between verbal and visual modes plays a crucial role in shaping ideological meaning. Verbal language provides moral judgment and emotional direction, while images provide spatial, factual, and institutional support. Together, they construct floods not as natural misfortunes, but as socially produced and morally accountable crises. This multimodal meaning-making process supports O'Halloran's (2011) argument that meaning in digital media emerges from the cooperation of multiple semiotic resources.

Across all datasets, Greenpeace consistently reshapes how rain and floods are understood. Rain is no longer framed only as a blessing, and floods are no longer seen only as natural disasters. Instead, both are interpreted as outcomes shaped by human treatment of the environment. Environmental protection is therefore presented not as a political option, but as a moral responsibility. This discursive shift reflects what van Leeuwen (2008) describes as recontextualization, in which familiar concepts are given new meanings within new ideological frames.

Overall, Greenpeace's Instagram posts function not only as sources of information, but also as tools for ethical awareness, political criticism, and environmental advocacy. These findings confirm that combining Appraisal theory and visual grammar within a discourse analysis framework is an effective way to understand how environmental activism shapes public thinking about climate disasters in digital media.

CONCLUSION

This study shows that Greenpeace Indonesia constructs flash flood disasters in Sumatra as human-produced and structurally caused crises through an integrated use of verbal appraisal and visual representation. The captions assign moral responsibility to political and corporate actors through dominant negative Judgment and Appreciation, while selective Affect humanizes the disaster by highlighting victims' vulnerability. Visually, narrative processes emphasize immediate destruction, whereas conceptual analytical and symbolic structures frame environmental damage as systemic and institutional. Together, these multimodal strategies shift floods from natural events to preventable social problems rooted in governance failure and ecological exploitation.

Practically, these findings suggest that effective environmental communication should combine emotional engagement with structural and institutional evidence. For activists and NGOs, this approach can strengthen public persuasion and moral urgency. For policymakers, the discourse highlights the importance of addressing environmental disasters as governance and policy challenges rather than purely natural phenomena. For educators and researchers, multimodal discourse analysis offers a valuable framework for developing critical media and environmental literacy.

This study is limited to a small dataset from a single organization and platform and focuses only on selected appraisal and visual metafunction systems. Future research may expand the corpus across different platforms, organizations, and cultural contexts, integrate additional appraisal and visual systems, and examine audience reception to better understand how multimodal environmental discourse influences public awareness and action.



REFERENCES

Bednarek, M. (2009). Emotion talk and the language of affect. Continuum.

Boykoff, M. T. (2012). *Who speaks for the climate? Making Sense of Media Reporting on Climate Change*. Cambridge University Press.

Carvalho, A. (2007). Ideological cultures and media discourses on scientific knowledge. *Public Understanding of Science*, 16(2), 223–243.

Creswell, J.W. and Creswell, J.D. (2018). *Research design: qualitative, quantitative, and mixed methods approaches*. Fifth edition. SAGE.

Denzin, N. K., & Lincoln, Y. S. (2018). *The SAGE handbook of qualitative research*. Fifth edition. SAGE.

Fairclough, N. (2010). *Critical discourse analysis: The critical study of language* (2nd ed.). Routledge.

Fairclough, N. (2015). *Language and power* (3rd ed.). Routledge.

Floranti, A. D., Mubarok, Y., Saifullah, A. R., & Gunawan, W. (2023). Urban arts as critical commentary acts of pandemic in Indonesia: Multimodal critical discourse analysis. *Cogent Arts & Humanities*, 10(1). <https://doi.org/10.1080/23311983.2023.2256087>

Gardam, C., Riedlinger, M., Angus, D., & Tan, X. Y. (2025). Multimodal narratives of climate denial: A visual-first methodology for analysing conspiracy theory discourse on Instagram. *Discourse, Context & Media*, 68, 100946.

Gokcimen, T., & Das, B. (2024). Exploring climate change discourse on social media and blogs using a topic modeling analysis. *Heliyon*, 10(11),

Hansen, A. (2018). *Environment, media and communication*. Routledge.

Katadata Insight Center. (2025). *1.140 Orang Meninggal dan 163 Hilang akibat Bencana Sumatra* (Dec 29, 2025).

Kress, G. (2010). *Multimodality*. Routledge.

Kress, G., & van Leeuwen, T. (2021). *Reading images: The grammar of visual design* (3rd ed.). Routledge.

Ledin, P., & Machin, D. (2020). *Doing visual analysis*. Sage.

Loupessis, I., & Intahchomphoo, C. (2025). Framing the climate: How TikTok's algorithm shapes environmental discourse. *Telematics and Informatics*, 102, 102329.

Martin, J. R., & White, P. R. R. (2005). *The language of evaluation: Appraisal in English*. Palgrave Macmillan.

Nerlich, B., Koteyko, N., & Brown, B. (2010). Theory and language of climate change communication. *Wiley Interdisciplinary Reviews: Climate Change*, 1(1), 97–110.

O'Halloran, K. L. (2011). Multimodal discourse analysis. In K. Hyland & B. Paltridge (Eds.), *The continuum companion to discourse analysis* (pp. 120–137). Continuum.

Syakirah, N., Anwar, & Winoto. (2025). Environmental communication in social media: A bibliometric study of climate change discourse and public engagement. *The Journal of Society and Media*, 9(1), 203–240.

van Leeuwen, T. (2008). *Discourse and practice: New tools for critical discourse analysis*. Oxford University Press.

Wodak, R., & Meyer, M. (2016). *Methods of critical discourse studies* (3rd ed.). Sage.

Zein, M. R. A., Fadillah, K. L., Febriani, N., Nasrullah, R., & Khang, N. T. (2024). Social media use for climate change campaign among Indonesian millennials. *PROfesi Humas*, 8(2).